

Workbook: Writing A Grant Proposal

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Cover Letter

At a Glance

What Else Is It Called?

- Transmittal letter
- Letter of transmission

When Is It Used?

- Should be sent whenever it is not prohibited.
- Leverage a cover letter to make an excellent first impression.

Why Is It Used?

- A cover letter is an introduction.
- A way of getting started on the right foot introducing yourself instead of launching into the request right away.

Key Concepts

- Brief.
- Positive and confident.
- Concise and inviting.
- Thank You.

Detailed Discussion

- The cover letter is one place to push the most obvious “hot buttons.” An issue that is critical to the funder.
- Let the funder know you understand their agenda.
- State your purpose for submitting a proposal.
- It is important to thank the funder for the opportunity to submit a proposal.
- Provide name and phone number of the contact person.

Putting It All Together

- Your one-page cover letter should probably consist of four paragraphs in the following order:
 1. Introduction to your organization, community, and target population.
 2. Statement about the project that includes the two key hot buttons.
 3. Purpose for submitting the proposal.
 4. The “thank you” for the opportunity to submit the proposal and the contact person information.

Checklist—Cover Letter

<input checked="" type="checkbox"/>	On letterhead
<input checked="" type="checkbox"/>	One page
<input checked="" type="checkbox"/>	12-point, text font
<input checked="" type="checkbox"/>	Generous margins
<input checked="" type="checkbox"/>	Left justified
<input checked="" type="checkbox"/>	Reference line
<input checked="" type="checkbox"/>	Salutation to a specific person
<input checked="" type="checkbox"/>	First paragraph introducing the organization, community, and target population
<input checked="" type="checkbox"/>	Paragraph about the project including two key Hot Buttons
<input checked="" type="checkbox"/>	Paragraph explaining the purpose for submitting proposal
<input checked="" type="checkbox"/>	Final paragraph expressing thanks and providing contact information
<input checked="" type="checkbox"/>	Correspondent approved by Deputy Secretary

*Remember that a grant funder's directions (instructions/guidelines) take precedence over any and all other considerations. You must absolutely, positively follow the grant funder's directions exactly, precisely, and painstakingly.

Make the letter one page and keep it as brief as possible. The salutation should be to a specific person and be signed by the Deputy Secretary. Show professionalism in all ways.

Last Words

- The cover letter is the first impression the funder has of your organization.
- Make points by indicating your fit with the funder's agenda.
- Indicate that you are an organization that can handle the project and that you fit with the funder's hot buttons.
- Writing cover letters is something of an art because you need to say a lot in a little space.

Sunnyvale School District

One Academy Lane
Sunnyvale, Mississippi 39200

August 31, 2004

Sarah Smith, Ph.D., Director
After School Grant Program
Office of Elementary and Secondary Education
U.S. Department of Education
Washington, D.C. 20500

REF: September 1, 2004—After School Grant Program Competition

Dear Dr. Smith:

Sunnyvale School District serves 12,000 students from a rural, largely farming area in north central Mississippi. Our five middle schools serve 4,000 students, 1,200 of which we propose to serve with our After School Program. We propose to serve those middle school students most at risk of failure due to academic or behavior problems.

Our proposed After School Program includes student activities in three areas: academic, recreational, and social. We have established a community-wide consortium of 16 stake holder organizations both public and private.

Focus groups held throughout the district identified as needing immediate attention, the problem of children with no adult supervision between the time school is out and parents return home from work. The district's long-term plan is to implement after school programs in all grades. To begin the process, we are requesting financial assistance to begin the process in our middle schools.

We appreciate this opportunity to compete to be among the growing number of schools nationwide providing a quality after school alternative for the youth of their communities. For the answers to any questions you may have, please contact Jane Jones: voice 999-555-1111, fax 999-555-2222, or e-mail jjones@ssd.k12.ms.us.

Sincerely,

John J. Doe, Ph.D.
Superintendent

Janet Fredrick, Instructor
Grant Writing Workshop
Office of Strategic Finance

March 25, 2004

The Senior Citizen Wellness Center

100 Main Street
AnyTown, AnyState 99999

August 31, 2004

Cynthia Smyth, Director
Geriatric Grant Programs
Gigantor Health Care Foundation
One Funding Way
Grants Pass, Oregon 97526

REF: September Cycle—Geriatric Grant Programs

Dear Ms. Smyth:

The Senior Citizen Wellness Center has been created to serve our large and growing elderly population through a partnership between the city and several service organizations, both public and private. Our midsized city is in the early stages of economic revival, but is experiencing the problems inherent with an older than average population.

We propose to use a comprehensive approach to the problems of the elderly, including activities aimed at health, wellness, life skills, and social enrichment. We also propose to create a single entry point to all the various services available to the elderly through a series of partnerships with local service providers.

The lead agency for this effort, the city, intends to place a bond referendum before the voters in 2006 for long-term funding of the Senior Citizen Wellness Center. We are requesting financial assistance to enable us to establish a pilot program that demonstrates the benefits of success, thereby improving the chances of success with the referendum.

We are indebted to Gigantor Health Care Foundation for the guidance and help we have been provided in the development of our project and the enclosed proposal. Win or lose, we have benefited already from our relationship. Aspects of our planning will move ahead regardless of outside funding, though our efforts would be enhanced greatly by your assistance. For answers to questions about our proposed project, please contact Jennie Carter: voice 999-555-3333, fax 999-555-4444, e-mail *jcarter@email.com*.

Sincerely,

Jack J. Doe
Director

Janet Fredrick, Instructor
Grant Writing Workshop
Office of Strategic Finance

March 25, 2004

Inner City Alcohol and Drug Prevention Commission

44 River Road
River City, AnyState 12345

August 31, 2004

Bernard Benrard, Director
Substance Abuse Prevention Initiative
Mega-Industries
100 Mega Circle
Mega, NY 12080

REF: September Cycle—Substance Abuse Prevention Grant Initiative

Dear Mr. Benrard:

Our Alcohol and Drug Prevention Commission serves the old inner city portion of River City. Our population consists of older, long time residents and young families and singles. We do not have many middle-aged citizens, though this segment of the population is slowly increasing as our economic base revitalizes.

The proposed project uses a community-wide consortium of partners including schools, community centers, business and industry, and substance abuse service providers, both public and private. Project activities include education outreach into schools and communities, a hot line and 24-hour crisis team, and a performance art group to dramatically disseminate the message against substance abuse.

The Commission receives funding from state, city, and federal sources for its regular programs and activities. The proposed project combines expansion of existing work (outreach), a new communication effort (hot line), and a cutting edge effort to get the message out (performance art).

On behalf of the commission and its partners, thank you for the help you have provided to us during the application development process. Even if we are not awarded a grant, we have benefited greatly from Mega-Industries involvement. We are grateful for the opportunity to become a Mega-Industries Anti-Substance Abuse Community. For answers to questions about our application, please contact Sue Smithson: voice 999-555-8888, fax 999-555-7777, e-mail *ssmithson@email.com*.

Sincerely,

John J. Fox
Executive Director

Janet Fredrick, Instructor
Grant Writing Workshop
Office of Strategic Finance

March 25, 2004

Table of Contents

At a Glance

What Else Is It Called?

- Contents or guide to contents

When Is It Used?

- Always include a table of contents. In a federal proposal, it is required.
- Have clearly defined parts and multiple pages (more than seven).
- Include a table of contents in a document with supplementary information or appendix.

Why Is It Used?

- It clearly shows you have included all the information the funder requested.
- It shows a map of a complex document.
- It is important always to remember to make it easy on the reader.

Key Concepts

- Include every item requested by the funder in the order in which it was requested.
- Include every major heading in your document (describes a body of content).
- Include all key parts of the proposal and all supplementary information.

Organization

- If an item is left out of the Table of Contents, the funder is likely to assume it is not in your proposal. The funder may choose not to even review your proposal.
- If you include additional topics, organize them logically with the topics the funder expects to see.
- Ensure major headings appear boldly and clearly.

Checklist*—Table of Contents

<input checked="" type="checkbox"/>	Grant funder's order
<input checked="" type="checkbox"/>	Grant funder's names
<input checked="" type="checkbox"/>	A separate line entry for each application part named by grant funder
<input checked="" type="checkbox"/>	All forms
<input checked="" type="checkbox"/>	Project narrative broken into multiple, indented sub-headings
<input checked="" type="checkbox"/>	Separate line entry for each budget year's form and narrative
<input checked="" type="checkbox"/>	Separate line entry for each item in appendix

*Remember that a grant funder's directions (instructions/guidelines) take precedence over any and all other considerations. You must absolutely, positively follow the grant funder's directions exactly, precisely, and painstakingly.

The table of contents should be 12-point type, just as in the main body of the document. Main headings should be clearly marked with page numbers. Subheadings should be indented under main headings and should also have page numbers. A dotted line between headings and page numbers helps the reader match heading with pages. If the table of contents is long, include a heading Table of Contents, continued on the second page.

**Sunnyvale School District
After School Program
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ED Form 424: Application for Federal Education Assistance -----	
Standard Form 424B: Assurances, Non-construction Programs -----	
ED80-0013: Certifications Regarding Lobbying; Debarment, Suspension, and Other-----	
Responsibility Matters; and Drug-Free Workplace Requirements -----	
ED80-0014: Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary	
Exclusion—Lower-Tier Covered Transactions -----	
Standard Form LLL: Disclosure of Lobbying Activities -----	
Executive Summary -----	
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ED Form 524: Budget Information, Non-construction Programs -----	
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The Senior Citizen Wellness Center

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Inner City Alcohol and Drug Prevention Commission
Alcohol, Tobacco, and Other Drugs (ATOD) Prevention Project

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